



THE HIGH PITCH

I AM NOT AN AGENCY. THIS IS NOT AN AGENCY PITCH. THIS COULD, HOWEVER, BE AN INTERVENTION. IT COULD ALSO BE A REINVENTION. IT MIGHT SIMPLY BE WHAT YOU WERE LOOKING FOR, OR THE SUPPORT SYSTEM YOUR BRAND NEEDS. IT COULD ALSO BE SOMEONE YOU TRUST WITH YOUR BRAND WHILE YOU FOCUS ON OTHER PARTS OF YOUR BUSINESS.



Many companies build products. Most have considerable marketing budgets. But while everyone wants to run campaigns, very few understand the value of building a brand.

THE PROBLEM

MOST MARKETING PROBLEMS
ARE ACTUALLY BRAND
PROBLEMS

WHO AM I?



KORNICA DHAR

Brand Strategy & Marketing

EXPERIENCE 12 + YEARS

SPECIALIZATION BRAND BUILDING, STRATEGIC INITIATIVES, INTEGRATED CAMPAIGNS, BRAND MANAGEMENT, PR, CORPORATE COMMUNICATIONS, CREATIVE DIRECTION, PARTNERSHIP

For over 12 years, I've led brand development, marketing communications, creative direction and content ecosystems across legacy brands, early-stage startups, wellness, luxury, technology and purpose-led platforms.

My approach combines intuition with structure, grounded in cultural fluency, emotional intelligence and commercial judgement.

WE ARE A CURATED BRAND STUDIO

BRAND IDENTITY AND
POSITIONING

CONTENT ECOSYSTEMS
AND SOCIAL STRATEGY

CREATIVE DIRECTION
AND BRAND PLATFORMS

EXPERIENTIAL
MARKETING AND IP

PUBLICITY AND
STAKEHOLDER VISIBILITY

BRAND
TRANSFORMATION AND
BUSINESS MODELLING

MARKETING SYSTEMS
AND GTM STRATEGY

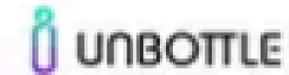
SUPPORTED BY A NETWORK OF TRUSTED
CREATIVE AND STRATEGIC PARTNERS

PORTFOLIO BRANDS

EMBER



VAT 69



SINCE 1883
BLACK DOG
SCOTCH WHISKY



KALPATARU
PRIVÉ
ALTAMOUNT ROAD



mysa
ORGANICS



CATEGORIES

Across global portfolios, founder-led ventures, and emerging categories, my work spans brand building, creative direction, and marketing systems for B2C, D2C, and B2B. I extend this thinking through A Thought Narrative, an editorial platform exploring brand and culture, and through self-owned ventures.



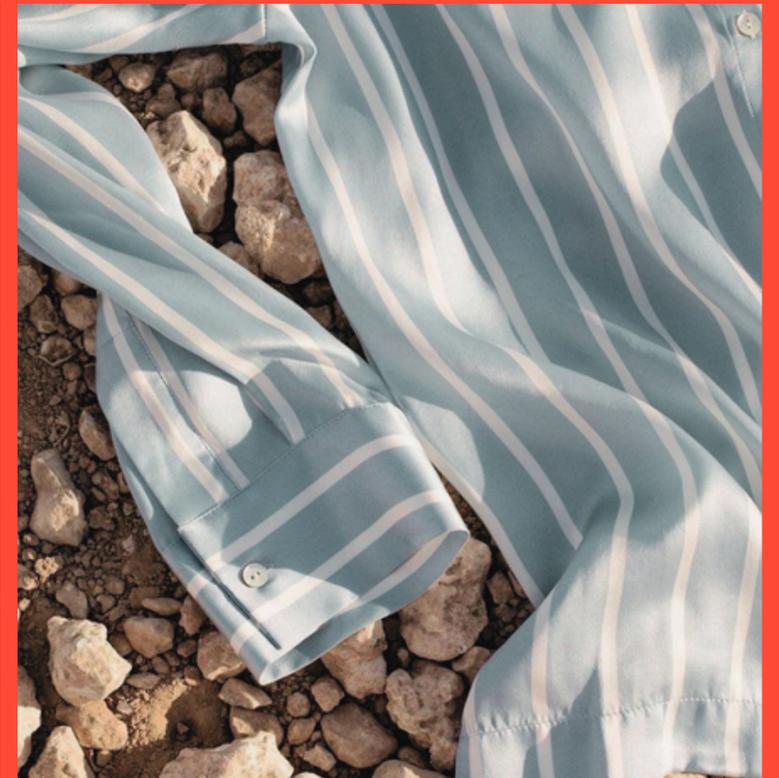
CONSUMER GOODS AND LIFESTYLE



CONSUMER TECHNOLOGY & SASS



HOME, KITCHEN TOOLS & APPLIANCES



REAL ESTATE, APPAREL , BEAUTY

SELECTED WORK



JOHNNIE WALKER BRANDS

BRAND CAMPAIGNS AND
ADVOCACY ECOSYSTEM



SINGLETON OF GLENDULLAN

EXPERIENTIAL BRAND LAUNCH AND
CAMPAIGNS



EMBER COOKWARE

RESEARCH, BRAND STRATEGY,
POSITIONING AND LAUNCH



SCOTCH HIPSTER

CULTURAL CAMPAIGN AND
INFLUENCER PLATFORM



BY THE NUMBERS

15+ BRANDS

LAUNCHED ACROSS GLOBAL AND INDIA
PORTFOLIOS

₹60CR+ ADVOCACY

ECOSYSTEM

BUILT ACROSS LUXURY PORTFOLIOS

10,000+ CREATORS AND ADVOCATES

CAMPAIGNS AND LONG-TERM PROGRAMMES

MULTIPLE GLOBAL AND INDIA-FIRST LAUNCHES

ACROSS DIAGEO, LEECO PORTFOLIOS AND NEW
VENTURES

CROSS-FUNCTIONAL LEADERSHIP

MARKETING, SALES, LEGAL AND GLOBAL TEAMS

INTEGRATED MARKETING ECOSYSTEMS

PAID, OWNED AND ORGANIC CHANNELS

WHAT THEY SAY

“Kornica was instrumental in building Ember Cookware from the ground up. Together, we shaped everything from naming and identity to packaging and storytelling. The brand feels intuitively ours and strategically sharp.”

Founder, Ember Cookware

“We come from commercial backgrounds and didn’t know much about building a brand. Working with Kornica helped us clarify how to build across multiple markets.”

Founders, Luxury Perfume Company

“Kornica developed a full brand positioning framework for us, from brand voice to value systems. She helped us define who we are and how to connect with our audience.”

Sales Head, AI and EdTech Startup

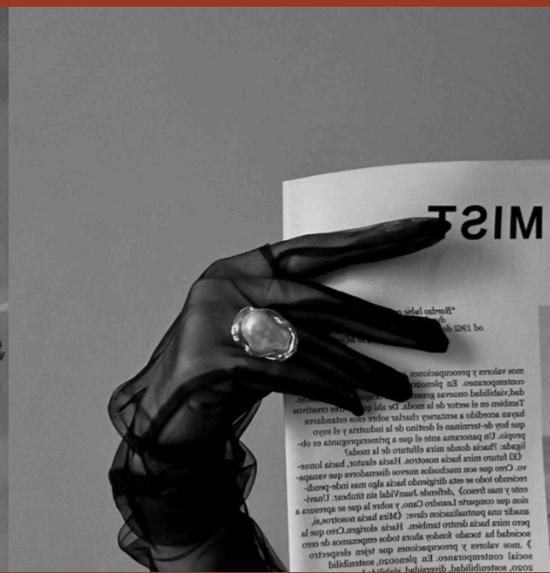


WAYS WE CAN WORK TOGETHER

FULL-TIME BRAND AND MARKETING LEADERSHIP (IN-HOUSE)

FRACTIONAL BRAND AND MARKETING PARTNER FOR
GROWING TEAMS AND ORGANISATIONS

STRATEGIC BRAND PROJECTS AND CAMPAIGNS LED THROUGH
MY STUDIO AND PARTNER NETWORK





CULTURE
ZINE

SINCE
2025



A THOUGHT NARRATIVE

A Thought Narrative is the editorial extension of my brand studio, exploring brand behaviour, culture and marketing systems through essays, observations and original commentary.

Talk To Me

If this resonates with you, I'd love to continue the conversation. Feel free to reach out.

[INSTAGRAM](#)

[WHATSAPP](#)

[SUBSTACK](#)

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